

2020 Training Opportunities

Jan 28 – 30: Main Street Director’s Retreat, Farmville

This special session is for program managers from **designated communities only**.

Jan: Community Development How to Apply Workshops

Join DHCD staff as we walk through the grant resources available through the department to those with qualifying economic development, design, and community revitalization projects. This will include all Virginia Main Street (VMS) Affiliates grants, Community Business Launch (CBL), and the Industrial Revitalization Fund (IRF). We will also cover qualifying and applying for VMS community designation.

Jan 6: South Boston

Jan 8: Norfolk

Jan 14: Luray

Jan 16: Marion

Jan 21: Richmond

Feb 20, 12 – 1 PM: Webinar // Public Spaces, Community Places

Placemaking inspires people to collectively reinvent public spaces as the heart of every community. See what’s happening nationally to reimagine the potential of your downtown parks, waterfronts, plazas, or almost anywhere in the public realm.

April 22, 23, & 29: Regional Rev Ups // Upper Story Housing Development, Marion, Danville, and Luray

Dynamic downtowns have a diversity of housing stock and residents, which then support local businesses and bolster additional private and public investment. Learn how to create a downtown environment where upper story housing rehab projects could take root and flourish.

June 9, 12 – 1 PM: Webinar // Basic Principles of Main Street Promotion

In this webinar we will dive into best practices for effective promotion – not just great events, but effective marketing and communication to keep your organization and downtown at the forefront of the community.

July 28 – 30: Downtown Intersections, Bristol

Celebrate Virginia Main Street’s 35th anniversary at the 5th annual Downtown Intersections! This interactive conference will provide education and inspiration for communities to build a strong foundation for revitalization efforts through organizational sustainability and effective promotions. Join us for networking with community revitalization practitioners, professionals, and enthusiasts from around the state.

Sept 24, 12 – 1 PM: Webinar // Grassroots Fundraising and Advocacy

Look beyond your fundraising plan to get your Main Street supporters involved and start taking action through advocacy campaigns that build awareness and make your vision a reality.

Oct 20 – 22: Regional Rev Ups // Small-scale Manufacturing on Main Street, Locations TBD

Small-scale manufacturing, from microbrewers to apparel and bikes, has emerged as a powerful way to tie opportunity to place, and can fill a key missing piece in today’s local downtown and community development efforts.

Nov 11, 12 – 1 PM: Webinar // Building Entrepreneurial Ecosystems through Community Business Launch: Strategy and Best Practices

We will cover the basics and best practices for implementation and creation of robust and sustainable entrepreneurial ecosystems through DHCD’s Community Business Launch (CBL) program.

Recommended Training Opportunities Presented By VMS Partners

Quarterly: Virginia Tourism Corporation Orientation Program

May 18 – 20: Main Street Now Conference, Dallas, TX

July 19 – 20: APA Virginia Conference, Richmond

Training Attendance Policy

Virginia Main Street (VMS) trainings are an important opportunity to gain new skills, network with other communities, and learn about resources available for downtown revitalization. Every attempt is made to make trainings an excellent learning experience that is convenient and reasonably priced. Because attendance at trainings is important, VMS has developed the following attendance policy.

- ❑ Each Designated Community is expected to attend as follows:

Accreditation by the National Main Street Center (NMSC) is determined by the Local Organization's adherence to and successful fulfillment of the Center's Ten Standards of Performance. Of these Standards is the designated community requirement to conduct a program of ongoing training for staff and volunteers.

To that end, the **local organization agrees to continue program volunteer and staff development in the Main Street Approach by attending training as provided by Virginia Main Street and the National Main Street Center.** Attendance by an organizational representative at all VMS training is expected. Attendance at trainings sponsored by the Center is highly encouraged.

-Virginia Main Street Memorandum of Understanding

- ❑ Attendance by DHCD Commercial District Affiliates is considered an element of their "active participation" which is necessary to maintain their status.

If you have questions, please contact Virginia Main Street at (804) 371-7171
or email mainstreet@dhcd.virginia.gov.

www.virginiainmainstreet.com